



South Dakota Wing Conference 2020 Public Affairs Training

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Community Outreach



Developing a relationship within the community.

Why is this important?

Improving visibility creates the ability to:

- 1- Reach donors for possible fundraising opportunities**
- 2- Creates awareness for opportunities for missions**
- 3- Gain opportunities for increased memberships**



Reach donors for possible fundraising opportunities

- There are multiple ways to create these opportunities.

Some include:

- 1- Grants/Local Funds
- 2- Donations
- 3- Services



Grants/Local Funds

- These can be found through:
 - 1- Community organizations or Associations:
 - 2- Military Groups and Associations:
 - 3- Corporations & local companies:



Community Organizations & Associations

Some include:

- Lions Clubs
- Rotary Clubs,
- local Chamber of Commerce or City Offices
- Optimist Clubs
- Knights of Columbus
- Elks Club



Military Groups & Associations

American Legion

VFW

VA Medical Centers



Corporations & Local Companies

Corporations:

Walmart

Wells Fargo

Poet

Home Depot

Local Companies:

Poet



Creates awareness for opportunities for missions

Reach out to organizations to create awareness for our capabilities.

- Contact local Emergency Management groups
- Foster relationships with organizations that could potentially utilize our services

(In Sioux Falls, for LifeLight for crowd control, City of Sioux Falls Park & Rec for pictures promoting our baseball diamonds)



Gain opportunities for increased memberships

Communicate benefits and opportunities for membership and service with groups such as:

- **Retired military groups**
- **Chaplains (hospitals, prisons, military)**
- **Local ROTC**
- **Local Red Cross**
- **Local pilots- small airports especially with their own flying clubs or EAA**
- **Ham radio clubs**



How to Engage Speaking Engagements

Guidelines to Help You Be Your Best

1- Do some research on the targeted organization.

- Do they have a general donation fund?*
- What is the criteria? (Do they generally give to the youth? For aviation related activities? Is the application limited to city, county?)*
- What is the application deadline?*
- Who have they donated to in the past?*

Perform some investigative work to help prepare your case & demonstrate need. This will also help you in preparing your presentation.

Helpful Tip:

- . Always know who your target audience is.***



How To Engage- Speaking Engagements

2- Make a phone call, set a time to briefly introduce yourself & explain our organization. Once you have met in person set a date for the presentation to the members.

3- Offer to be a key note speaker for local organizations in your community:

- **City Hall Meetings**
- **Local Schools**
- **Military Groups**
- **Civil Organizations**



Preparing for the Presentation

When preparing for the presentation ask the following questions to the organization:

- 1- How many people will be attending?**
- 2- Will there be audio/visual equipment?**
- 3- How long will I have for my presentation?**



Preparing for the Presentation

Presentation Checklist:

***Arrive Early - Introduce yourself to the members**

- Make sure you CAP uniform looks professional
- CAP Materials: pamphlets, CAP Fact Sheet, copy of the newsletter, any material that will assist explaining CAP
- Donation basket
- Laptop (if you're doing a video or showing pictures of activities)
- Business cards or contact information
- Handout of the squadron needs to distribute



Preparing for the Presentation

- **Bring a cadet in dress uniform**
- **Highlight our capabilities to match any service needs**
- **Ask if there are any events we can assist for a donation**
- **End the presentation with Q & A Session**



Engaging with the Media

Creating the awareness in the community is vital to growing squadrons. By boosting visibility in local communities we can create community service opportunities.



Media

The Newspaper

- **Submit articles and press releases to local newspapers frequently. (SAR exercise, encampment, or how the squadron is helping the community)**
- **Contact the local newspaper for the opportunity for them to visit a squadron meeting or activity to write a story.**
- **Create a press release for awards or recognition of members.**
- **Capitalize on participation of the squadron in local, regional and state-wide events**



Media TV

- Contact the local or regional tv for the opportunity for them to visit a squadron meeting or activity, to produce a story
- Offer a potential ride a long for a SAR exercise, or following a disaster, for local aerial shots.
- Check into local tv shows for the opportunity for a interview



Media Radio

- Create a 30 second public announcement verbiage
- Check with local radio stations for the availability of free public service announcements

OR -

- Partner with a sponsor corporation or organization to pay for a public service announcement
- Check with radio stations for local shows for the opportunity to interview



PAO CHECKLIST

- _ Share new tagline with local squadron. Encourage everyone to use it as they talk about CAP.
- _ Use uniform explanation paragraph on every press release, newsletter and any other branded communication.
- _ Check members.gocivilairpatrol.com/pa often for updated toolkit and other information.
- _ Coordinate with National Headquarters for increased visibility when they distribute the Public Service Announcement.
- _ Place at least one article in local print or online media each quarter.
- _ Secure local TV coverage at least once per year.
- _ Send an introduction letter to local civic groups.
- _ Join the local Speaker's Bureau.
- _ Speak at local civic clubs, schools, association meetings or other community-based gatherings at least three times per year.
- _ Contact local Volunteer Center to form a working relationship.
- _ Work with Volunteer Center to perform community service on an ongoing basis.
- _ Make sure all members wear same CAP uniform when performing community service.
- _ Send a press release to local hometown media every single time the group performs an act of service in the community.
- _ Purposefully get contact information from potential new members and follow up with them about opportunities to join CAP. •
- _ Establish a personal relationship and mutual understanding with local television station before news breaks.
- _ Arrange a meeting between your wing commander and the base commander at the closest military base at least once per year (where applicable).
- _ Make sure local military bases have plenty of *Volunteer* magazines in high-traffic, long-stay areas.
- _ Create a relationship with your nearest Air Force base CAP Coordinating Officer. The CAP State Director should be involved in each of these contacts.
- _ Support the Wing Commander in actively pursuing a personal relationship with state and national members of Congress.



Resources

Public Affairs:

<https://www.gocivilairpatrol.com/members/cap-national-hq/public-affairs-about/public-affairs>

- Public Affairs Plan:

https://www.gocivilairpatrol.com/media/cms/CAP_Marketing_Guidebook_REVpdf_E3CDBEF62F27D.pdf

Press Release Samples:

<https://www.gocivilairpatrol.com/members/cap-national-hq/public-affairs-about/resource-library/toolkit/news-release-prototypes>